

## Message Text

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PAGE 01 BRUSSE 08564 01 OF 03 030959Z  
ACTION EUR-12

INFO OCT-01 EB-08 ISO-00 /021 W  
-----006102 031010Z /21

R 030921Z MAY 78  
FM AMEMBASSY BRUSSELS  
TO USDOC WASHDC  
SECSTATE WASHDC 6353

UNCLAS SECTION 01 OF 03 BRUSSELS 08564

E.O.: 11652, NA  
TAGS: BEXP, BE  
SUBJECT: UNDER SECRETARIAL TASK FORCE ON U.S. FOOTWEAR:  
- CONTINUING IDENTIFICATION OF TRADE OPPORTUNITIES  
- FOR LEATHER SHOES AND BOOTS

REF: STATE 43952, STATE 89279

### SUMMARY:

OF ALL THE UNIFORMED SERVICES MARKET SEGMENTS SURVEYED  
AT POST IN REPLY TO STATE 89279, ONLY THE ARMED FORCES  
AND THE POSTAL SERVICES ARE OF A SIZE AND UNIFORMITY TO  
WARRANT A U.S. MARKETING EFFORT.  
CURRENTLY, HOWEVER, THE ARMED FORCES HABITUALLY CHOOSE  
BELGIAN MANUFACTURERS AND THE POSTAL SERVICES  
CONTRACT WITH A LOCAL MANUFACTURER IS IN FORCE UNTIL THE  
END OF 1981.  
THE OTHER MARKET SEGMENTS ARE TOO SMALL AND DISPERSED TO  
BE SUPPLIED DIRECTLY FROM THE U.S.. DISTRIBUTORS OF U.S.  
FOOTWEAR FOR UNIFORMED PERSONNEL FACE A POTENTIAL  
MAXIMUM MARKET OF \$6,120,000 TO \$7,150,000, EXCLUDING  
TURNOVER TAX, IN BELGIUM PER YEAR.  
POST IS IN PROCESS OF MAKING A BRIEF STUDY OF THE MARKET IN  
BELGIUM FOR U.S. FOOTWEAR. THIS REPORT WILL BE FORWARDED  
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PAGE 02 BRUSSE 08564 01 OF 03 030959Z

TO USDOC UPON ITS COMPLETION.  
1) ARMED FORCES

ALL PURCHASES BY THE ARMY, NAVY AND AIR FORCE ARE  
HANDLED BY:  
COMMANDER BROCHARD  
SERVICE D'ACHAT EQUIPEMENT CUIR ET TEXTILE

CASERNE REINE ELISABETH  
RUE DES VERRES 1,  
B-1140 BRUSSELS, BELGIUM  
TELEPHONE: 02/216.21.10

THE BULK OF ANNUAL PURCHASES CONSISTS OF HIGH-LEGGED  
LEATHER COMBAT SHOES WITH ANTISLIP SOLES, MOST OF WHICH  
ARE USED BY THE ARMY.

THERE IS AN ANNUAL DEMAND FOR 120,000 TO 140,000 PAIR  
OF COMBAT SHOES AT AN AVERAGE PRICE OF BF 1,150 PER  
PAIR, OR \$35, TURNOVER TAX EXCLUDED, FOR A TOTAL ANNUAL  
MARKET VALUE OF APPROXIMATELY \$4,200,000 TO \$5,000,000.

CONTRACTS ARE AWARDED ANNUALLY FOLLOWING A PUBLIC  
TENDER FOR BIDS WITH TECHNICAL REQUIREMENTS THAT IS  
ENTERED ON THE BELGIAN STATUTE-BOOK'S APPENDIX FOR  
OFFICIAL TENDERS:

MONITEUR BELGE  
40. RUE DE LOUVAIN  
B-1000 BRUSSELS, BELGIUM  
TELEPHONE: 02/512.00.26  
THE NEXT TENDER WILL BE PUBLISHED IN LATE 1978.

ALTHOUGH THERE IS OFFICIALLY NO RESTRICTION CONCERNING  
THE COUNTRY OF ORIGIN OF THE SUPPLIER OF SHOES FOR  
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PAGE 03 BRUSSE 08564 01 OF 03 030959Z

THE ARMED FORCES, IN FACT THE BID IN RECENT YEARS HAS  
ALWAYS GONE TO A BELGIAN MANUFACTURER AND THE PURCHASING  
AGENCY ANTICIPATES THAT BELGIAN MANUFACTURERS WILL  
CONTINUE TO SUPPLY THE ARMED FORCES.

## 2) POSTAL SERVICES

ALL PURCHASES REGARDING POSTAL SERVICES ARE HANDLED BY:  
MR. DE CREM, DIRECTOR  
KLEDINGSFONDS,  
STEENWEG OP BOENDAAL 57,  
B-1050 BRUSSELS, BELGIUM  
TELEPHONE: 02/649.09.09

AT PRESENT, ALL SHOES FOR POSTAL WORKERS ARE SUPPLIED  
THROUGH THIS ORGANIZATION. THERE IS AN ANNUAL DEMAND  
FOR 35,000 TO 40,000 PAIRS. TYPICAL PRICE IS APPROXIMATELY  
BF 1,000 (OR \$30) A PAIR (EXCLUDING TURNOVER TAX),  
WHICH PUTS THE TOTAL ANNUAL MARKET VALUE AT \$1,000,000  
TO \$1,200,000.

THE CURRENT SUPPLIER, THE BELGIAN MANUFACTURER

GESKA N.V. AT TESTELT, HAS A FIVE-YEAR CONTRACT TO  
SUPPLY THE POSTAL WORKERS THAT WILL EXPIRE IN DECEMBER  
1981. BY THEN A NEW PUBLIC TENDER WILL BE ANNOUNCED IN  
THE USUAL MANNER - BY PUBLISHING IN THE MONITEUR BELGE.

3) NATIONAL GUARD

ANY U.S. COMPANY INTERESTED IN THIS MARKET SEGMENT

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PAGE 01 BRUSSE 08564 02 OF 03 031229Z  
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SECSTATE WASHDC 6354

UNCLAS SECTION 02 OF 03 BRUSSELS 08564

C O R R E C T E D C O P Y (PARA 1 ADDED SECTION 2 ONLY)

WOULD HAVE TO CONTACT:  
LIEUTENANT-COLONEL LECUIVRE  
SERVICE DES ACHAST DE LA GENDARMERIE D.L.A.  
QUARTIER REINE ELISABETH  
RUE DES VERRES 1,  
B-1140 BRUSSELS, BELGIUM  
TELEPHONE: 02/216.21.80, EXTENSION 3537

THE BELGIAN STATE PURCHASES THE SHOES AND RESELLS  
THEM IN ITS PERSONNEL OUTLET FOR NATIONAL GUARDS.

ABOUT 1,000 TO 2,000 PAIR OF COMBAT SHOES AND 3,000  
TO 4,000 PAIR OF NORMAL SHOES ARE SOLD  
ANNUALLY, WHICH ARE BOUGHT FOLLOWING A FIVE-YEAR  
CONTRACT EXPIRING AT THE END OF 1979, FROM THE ABOVE-  
MENTIONED BELGIAN MANUFACTURER GESKA N.V. AT TESTELT.

ALTHOUGH NO INFORMATION ON RETAIL PRICES WAS AVAILABLE,  
POST ESTIMATES TOTAL ANNUAL MARKET VALUE AT  
APPROXIMATELY \$300,000.

4) FIRE DEPARTMENT

PERSONAL EQUIPMENT FOR FIREMEN, INCLUDING BOOTS, IS  
BOUGHT BY THE LOCAL MUNICIPALITY (COMMUNE IN FRENCH,  
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PAGE 02 BRUSSE 08564 02 OF 03 031229Z

GEMEENTE IN DUTCH). PART OF THE COST IS SUBSEQUENTLY  
REIMBURSED BY THE MINISTRY OF INTERIOR, WHICH HAS A  
SPECIAL BUDGET FOR THIS PURPOSE. HOWEVER, THE MINISTRY  
OF INTERIOR'S 1978 BUDGET ALLOCATED ONLY \$30,000 FOR  
ALL ITEMS OF PERSONAL EQUIPMENT. SINCE ONE SET OF  
PERSONAL EQUIPMENT FOR A FIREMAN COSTS ABOUT \$600, IT  
IS CLEAR THAT ALMOST ALL PURCHASES OF PERSONAL  
EQUIPMENT, INCLUDING BOOTS, HAVE TO BE FINANCED  
BY THE MUNICIPALITIES THEMSELVES, .

TO BUY PERSONAL EQUIPMENT FOR FIRE DEPARTMENT  
PERSONNEL, THE TYPICAL MUNICIPALITY CALLS FOR BIDS FOR  
A NUMBER OF COMPLETE SETS OF PERSONAL EQUIPMENT.  
INVITATIONS TO BID ARE SENT TO MANUFACTURERS ON THE  
LIST OF THE MINISTRY OF INTERIOR, WHICH MONITORS  
THE ACTUAL PURCHASES.

IN 1977, A TOTAL OF 3,498, PAIR OF BOOTS WERE BOUGHT FOR  
BELGIAN FIRE DEPARTMENT PERSONNEL, CHIEFLY LEATHER  
BOOTS, AND A FEW HUNDRED WADERS. ON THE AVERAGE, A PAIR  
OF LEATHER BOOTS COSTS \$41 AND A PAIR OF THIGH-HIGH  
WADERS COSTS \$20, EXCLUDING TURNOVER TAX. FIRE DEPART-  
MENTS BOUGHT BETWEEN \$120,000 AND \$150,000 WORTH OF  
SHOES IN 1977.

TENDERS ARE USUALLY LET AT THE END OF THE YEAR. U.S.  
COMPANIES WHO WANT TO COMPETE IN THIS MARKET SHOULD  
REGISTER WITH:

MINISTRY OF INTERIOR,  
CIVIL PROTECTION  
FIRE DEPARTMENTS  
LEUVENSESTRAAT 1,  
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PAGE 03 BRUSSE 08564 02 OF 03 031229Z

B-1000 BRUSSELS, BELGIUM  
TELEPHONE: 02/511.65.30

CANDIDATE SUPPLIERS MUST PRESENT A FULL SET OF  
DOCUMENTS CONTAINING DETAILED INFORMATION ON TECHNICAL  
ASPECTS OF THEIR PRODUCTS AND MUST PROVIDE FINANCIAL

GUARANTEES.

IT SHOULD BE REMEMBERED THAT PREFERENCE IS GIVEN  
TO THOSE COMPANIES ABLE TO OFFER A WHOLE SET OF PERSONAL  
EQUIPMENT, NOT JUST BOOTS ALONE.

5) POLICE DEPARTMENTS

MOST POLICE DEPARTMENTS ARE SUPPLIED BY LOCAL PRODUCERS  
OF DISTRIBUTORS, THE CHOICE OF SUPPLIER BEING MADE AT  
THE MUNICIPAL LEVEL. A U.S. COMPANY WISHING TO PENETRATE  
THIS MARKET WOULD THEREFORE EITHER HAVE TO SET UP A  
LOCAL ORGANIZATION OR FIND A BELGIAN DISTRIBUTOR.

THERE BEING NO NATIONAL POLICY CONCERNING PERSONAL  
EQUIPMENT FOR POLICE OFFICERS, EMBASSY CONTACTED  
THE FOUR LARGEST POLICE DEPARTMENTS TO LEARN THEIR  
PROCEDURES.

A) GHENT

THE DESIGNATED SUPPLIER TO GHENT POLICE AGENTS IS THE  
BELGIAN GIAN SHOE MANUFACTURER:  
VANDERMEERSCH,

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PAGE 01 BRUSSE 08564 03 OF 03 031017Z  
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UNCLAS SECTION 03 OF 03 BRUSSELS 08564

DAMPOORTSTRAAT 82,  
B-9000 GENT, BELGIUM  
WHO HAS HAD THE CONTRACT WITH THE GHENT CITY COUNCIL  
SINCE 1951.  
THE CONTRACT STIPULATES THAT EACH UNIFORMED CITY  
EMPLOYEE MUST BUY ONE PAIR OF HAND-MADE LEATHER SHOES  
PER YEAR. THERE ARE TWO MODELS: A MOCASSIN TYPE AT

\$30 PER PAIR AND A BOOT-LACED TYPE AT \$34 PER PAIR.  
AS THERE ARE ABOUT 1,200 POLICE AGENTS, TOTAL  
ANNUAL MARKET VALUE IS APPROXIMATELY \$40,000.  
THE POLICEMAN BUYS THE SHOES DIRECTLY FROM THE MANUFAC-  
TURER AND IS SUBSEQUENTLY REIMBURSED OUT OF A GHENT  
CITY COUNCIL POLICE AGENT EQUIPMENT FUND.  
B) DOWNTOWN BRUSSELS (THE COMMUNE OF BRUSSELS)  
LOCAL POLICE OFFICERS ARE REQUIRED TO BUY THEIR SHOES  
AT THE COMMUNE'S PERSONNEL SHOP, WHICH SELLS ABOUT 1,000  
PAIRS OF SHOES A YEAR. THE COMMUNE CURRENTLY HAS A ONE-  
YEAR CONTRACT WITH THE BELGIAN MANUFACTURER AMBIORIX  
N.V. FROM TONGEREN; REPORTEDLY THE SHOES ARE VERY  
INEXPENSIVE.

THE BRUSSELS POLICE DEPARTMENT DEMANDS THAT ITS SHOE  
SUPPLIER HAVE A LOCAL MANUFACTURING UNIT IN BELGIUM.  
WOULD-BE SUPPLIERS MUST NOTIFY THEIR CANDIDACY TO:  
THE BRUSSELS COMMUNE COUNCIL  
CITY HALL  
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PAGE 02 BRUSSE 08564 03 OF 03 031017Z

B-1000 BRUSSELS, BELGIUM  
WITH FULL DETAILS BEFORE THE LOCAL PUBLICATION OF THE  
NEXT TENDER, WHICH IS DUE IN DECEMBER 1978.

EMBASSY ESTIMATES THAT TOTAL ANNUAL MARKET  
VALUE IS ABOUT \$30,000.

C) ANTWERP  
THE ANTWERP COMMUNE COUNCIL PROVIDES EACH NEW MEMBER OF  
ITS POLICE DEPARTMENT WITH A PAIR OF SAFETY SHOES AT AN  
UNDISCLOSED COST TO THE COUNCIL.

THE BELGIAN COMPANY VAN DE PUTTE OF BOECHOUT HAS AN  
INDEFINITE CONTRACT WITH THE COMMUNE OF ANTWERP. IN  
1977, THIS COMPANY PROVIDED SAFETY SHOES FOR 168 NEW  
POLICE OFFICERS.

THE COMMUNE COUNCIL SUBSIDIZES PART OF ALL SUBSEQUENT  
PURCHASES AFTER THE FIRST PAIR. PERSONNEL, HOW-  
EVER, ARE NOT OBLIGED TO BUY FROM THE SUPPLIER OF THE  
ORIGINAL PAIR.

POST ESTIMATES TOTAL ANNUAL MARKET VALUE AT  
ABOUT \$1,000 FOR NEW OFFICERS AND ALSO \$2,000 FOR  
RENEWAL PURCHASES.

D) BRUGES  
THE CITY COUNCIL HAS A CONTRACT, AWARDED ANNUALLY IN  
SEPTEMBER, WITH A LOCAL SHOE RETAILER - CURRENTLY:

GIRALDO,  
STEENSTRAAT,  
B-8000 BRUGGE, BELGIUM  
EACH POLICE OFFICER IS ENTITLED TO OBTAIN 2 PAIRS OF  
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PAGE 03 BRUSSE 08564 03 OF 03 031017Z

SHOES PER YEAR FROM THE AUTHORIZED SUPPLIER, THE COST  
OF WHICH IS UNDERWRITTEN BY THE BRUGES CITY COUNCIL,  
FOR A MAXIMUM OF BF 3,000 OR \$90 PER PERSON PER YEAR.

AS THERE ARE ABOUT 250 POLICE OFFICERS, THE TOTAL  
ANNUAL MARKET VALUE IS APPROXIMATELY \$22,500.

THE CONTRACT IS AWARDED FOLLOWING A SURVEY BY MEMBERS  
OF THE POLICE COMMISSION OF THE CITY'S RETAIL PRICES  
FOR ALL-LEATHER MOCASSINS.

TAKING INTO ACCOUNT THE INFORMATION CONCERNING THE  
FOUR LARGEST POLICE DEPARTMENTS, EMBASSY ESTIMATES  
THE TOTAL ANNUAL MARKET VALUE FOR ALL OF BELGIUM'S  
POLICE DEPARTMENTS AT ABOUT \$200,000.

6) PRIVATE GUARD SERVICES

ALL PERSONNEL ARE REQUIRED TO BUY SAFETY SHOES AND  
BOOTS THEMSELVES, AND ARE NOT OBLIGED TO BUY THEM AT A  
PARTICULAR OUTLET. THE EMPLOYER REIMBURSES A PART OF  
THE COST - USUALLY AROUND BF 700 OR \$21, WHICH IS ABOUT  
ONE THIRD OF THE TOTAL COST - UPON RECEIVING AN INVOICE.

AS THERE ARE 6,000 TO 7,000 GUARDS IN BELGIUM, EMBASSY  
ESTIMATES THAT THE TOTAL ANNUAL MARKET VALUE IS  
APPROXIMATELY \$300,000. CHAMBERS

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## Message Attributes

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**To:** COM STATE  
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